



USDA Weekly Retail Shell Egg Feature Activity

Advertised Prices for Shell Eggs to Consumers at Major Retail Supermarket Outlets during the period of 07/21 thru 07/27.

(prices in dollars per carton)

Fri. Jul 21, 2006

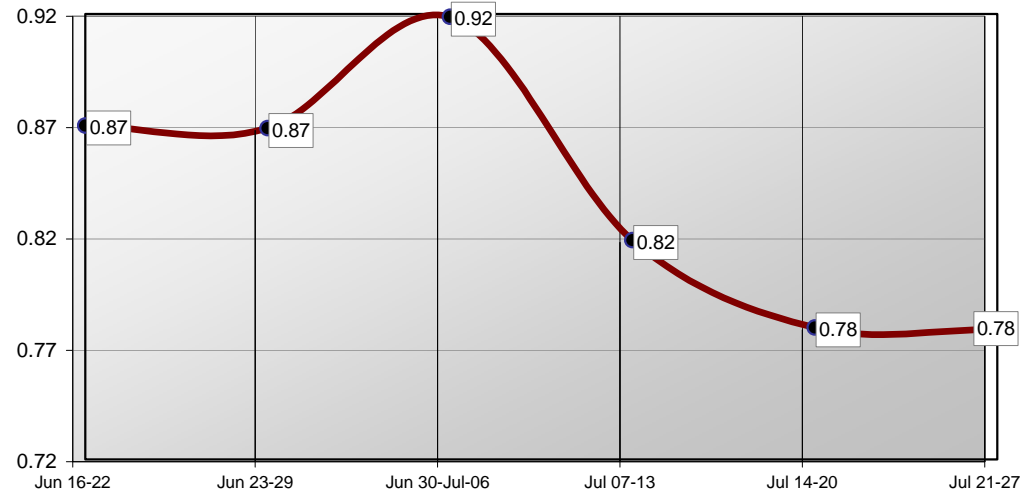
NATIONAL SUMMARY									
Feature Rate		THIS WEEK				PREVIOUS WEEK			
		29.8% of 17,000 stores				46.8% of 17,000 stores			
		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA								
	White 12 pack			440	0.85			870	0.72
	White 18 pack			1,130	1.06			300	1.15
	Brown 12 pack								
	USDA GRADE A								
	White 12 pack	320	0.77	860	0.84	350	0.82	1,870	0.75
SPECIALTY	White 18 pack			20	0.99			1,940	1.25
	Brown 12 pack								
	USDA ORGANIC								
	White 12 pack								
	Brown 12 pack	210	4.00	830	3.45			600	3.51
	OMEGA-3								
CAGE-FREE	White 12 pack	120	1.99	820	2.14			300	2.19
	Brown 12 pack			160	2.65			210	2.52
	White 12 pack			140	2.00			120	1.99
	Brown 12 pack			750	2.22			470	2.27
	ACTIVITY INDEX SUMMARY			THIS WEEK		LAST WEEK		INVENTORY 5/	
	Regular Shell Eggs (XL/LG; AA/A; W/B)			2,770		5,330		Large Eggs on	
Specialty Shell Eggs			3,030		1,700		Jul-17-2006		
Total (including Medium)			6,140		7,750		445.7		
Special Rate 4/:			3.8%		11.7%		down 8%		

5/: Inventory in thousands of 30-dozen cases.

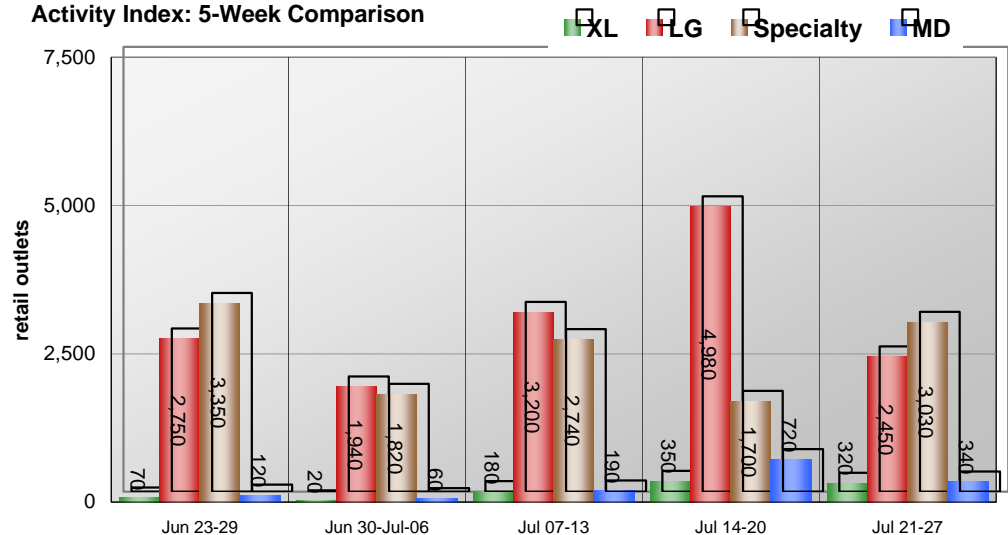
Shell Egg Featuring - 07/21 thru 07/27

Regular shell egg feature activity declined this week. The average price of Grade A Large to consumers is unchanged. Medium egg sales are not as visible as last week. Notably, Large Grade AA 18 pack ads are higher this week, however Large Grade A 18 pack promotions are dramatically lower. Specialty shell egg are spread throughout the ad cycle and reflect an increase in feature activity when compared to a week ago.

Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



Activity Index: 5-Week Comparison



Explanatory Notes

All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate		52.2% of 3,900 sampled outlets						12.5% of 4,700 sampled outlets						14.1% of 2,800 sampled outlets					
2/ Activity Index		Activity Index = 2,420 (includes Medium)						Activity Index = 730 (includes Medium)						Activity Index = 510 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				0.68 - 0.75	20	0.73				0.68 - 0.69	40	0.69				0.49	10	0.49
	White 18 pack																0.98 - 0.99	10	0.98
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack	0.50 - 0.79	80	0.71	0.69 - 1.50	570	0.85	1.00	50	1.00	0.69 - 1.00	70	0.91	0.79	120	0.79	0.59 - 0.79	200	0.78
	White 18 pack				0.99	20	0.99												
	Brown 12 pack																		
	MEDIUM	White 12 pack			0.50	30	0.50	White 12 pack			0.50	270	0.50	White 12 pack			0.72	10	0.72
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack	4.00	210	4.00	2.69 - 4.00	400	3.43				2.69		2.69				3.49		3.49
	OMEGA-3																		
	White 12 pack	1.99	120	1.99	1.67 - 3.99	560	2.18				2.49	40	2.49				1.79 - 1.99	30	1.88
	Brown 12 pack				2.50	110	2.50												
	CAGE-FREE																		
	White 12 pack										2.00	130	2.00				2.00	10	2.00
	Brown 12 pack				2.29 - 2.50	300	2.36				2.00 - 2.50	130	2.02				2.00 - 2.50	120	2.48
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate		26.9% of 2,700 sampled outlets						49.6% of 1,900 sampled outlets						37.8% of 1,000 sampled outlets					
2/ Activity Index		Activity Index = 870 (includes Medium)						Activity Index = 950 (includes Medium)						Activity Index = 660 (includes Medium)					
USDA GRADE AA	White 12 pack				0.69 - 0.96	90	0.72				0.69 - 0.99	230	0.92				0.69 - 1.25	50	1.01
	White 18 pack				0.99	190	0.99				0.98 - 0.99	630	0.99				0.99 - 1.99	300	1.26
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack	0.50 - 1.00	70	0.64	1.00	20	1.00												
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack			0.33 - 0.72	30	0.60	White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				3.49	190	3.49				2.99	10	2.99				3.00 - 3.49	230	3.47
	OMEGA-3																		
	White 12 pack				1.99	110	1.99				1.99	80	1.99						
	Brown 12 pack				2.99	50	2.99												
	CAGE-FREE																		
	White 12 pack																1.99	80	1.99
	Brown 12 pack				2.00	120	2.00												

Note: See page 1 for explanatory notes.

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